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Nota di contenuto	Frontmatter -- Contents -- List of Figures -- Acknowledgments -- Introduction -- ONE Marketing's Moment -- TWO The War Debate -- THREE Managing War -- FOUR Real-Time War -- FIVE Consuming War -- six Perceptions of War -- SEVEN The Phallic Dimension -- EIGHT The Propaganda State -- Postscript: Summer/Fall 2003 -- APPENDIX Consumer Voices / Citizens' Panel -- Sources -- Index
Sommario/riassunto	Weapons of Mass Persuasion chronicles the making of a Hollywood war: fast-paced and heroic, pitting the forces of good against the forces of evil to achieve a triumphant, sanitized, and commodified outcome. Electronic Format Disclaimer: Images removed at the request of the rights holder.